

Down Stairs Store  
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WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER  
Fair

# Only the Most Interesting News Gets a Reading These Parlous Times

## These Are Big Days for America

The President's letters were not dreams in prose, but visions of statesmanship. They have shaken more than one throne.

As in the time of Abraham Lincoln, after the call for troops, the people said to the President:

*"We are coming, Father Abraham, one hundred thousand strong."*

—So have one hundred and ten millions said the same to President Wilson with the six billion troops of the Fourth Liberty Loan, which overpowered anything ever done in any country at any time in enthusiastic patronage.

*"We are coming, Mr. President, a hundred millions strong."*

With the closing of the war seemingly in sight, we have confidence that you will find the way.

[Signed] *Joe Wanamaker*  
October 24, 1918.

## Women's Fashionable Winter Gloves in a Sale at \$1.65 to \$2.25 Pair

When you remember that the average saving is a quarter of the present price and that most of these gloves are difficult to get at any price—and that they are the very styles and colors most wanted for this winter—then a woman will know how important is this sale.

At \$2 pair, for instance, there are genuine Arabian mocha gloves. There is no more fashionable glove than the mocha this winter. These are in a pretty champagne color, with combination stitching and 1 pearl clasp; pique sewn.

At \$2.25 pair are mocha suede gloves; a superior suede glove, in tan, sand or gray, half pique sewn.

At \$1.75 pair, white glace gloves, overseam sewn, with fancy embroidered backs, 2 pearl clasps.

At \$1.65 pair, washable capeskins, in mode and pearl white, with combination stitching; pique sewn.

Also at \$1.65 pair, French lambskin gloves, pique sewn, in white, with white or black crochet embroidery.

Every pair is new and fresh and dainty—there are all sizes—it would pay a woman to get a winter's supply!

(West Aisle)

## New Mourning Millinery in a Quiet Salon

There are quietly distinctive new hats of crepe or grenadine in all black as well as smart black-and-white hats for women who are wearing lighter mourning.

The hats are in the best of the new winter shapes, are smart in their simplicity, and in styles planned for young as well as more matronly women.

And with the hats, of course, there are the correct veils, and also some mourning neckwear.

(Second Floor, Chestnut)

## Distinctive New Suits and Gowns for Women Who Wear Large Sizes

There is no reason why the woman who wears larger sizes should not have as smart and distinctive clothes as her smaller sister. These new winter gowns and suits were planned particularly for women who wear sizes 42½ to 48½ inch bust measures.

The lines are very good, the styles as new as they are attractive and the garments made with the greatest care.

NEW DRESSES are of serge, of serge-and-satin, of crepe Georgette or wool crepe, or crepe de chine or of satin in deep blue, black, taupe, burgundy or old blue, \$35 to \$78.50. There are gowns for all occasions and for general or better wear.

THE NEW SUITS are of wool velour, of broadcloth, of Pointe twill, or of cloaking velvet. Some are beautifully fur trimmed, some are braided or embroidered, others are perfectly plain. \$65 to \$125.

(First Floor, Central)

## All the Fringes of Fashion—

and they are many these days—may be found in the Dress Trimmings Store. There are fringes of the pretty silk cord—these of great width and with knotted effects above the fringe.

Also the new ribbon fringes, too—these knotted. And there are plain silk fringes in the very wide widths that Fashion demands—there are some half a yard wide!

Chenille fringes are fashionable also—these come in soft taupe shades, in deep blue and in black.

New is a black floss fringe, looped and very feathery-like, which makes pretty gown or hat or wrap trimmings. This is in blue or black and is 3½ inches wide.

Main Floor, Central

## New Black Skirts—All in Larger Sizes

Sizes and styles planned especially for the woman who wears 32 to 38 inch waistbands.

One of all-wool black panama is in a full box-pleated style, with the pleats stitched flat at the hips and finished with a fancy, button-trimmed girdle. \$12.75.

The next is of chiffon broadcloth, with a plain yoke front and gathered back and rows of buttons at the sides. \$16.

An especially good model is the last skirt, which has a yoke front and many cloth-covered buttons and a gathered back with a belt. It is \$18.75.

(First Floor, Central)

## Quilted Garments From Japan

To wear under a jacket or a coat, a woman will find the little quilted vests most comfortable. They are made without sleeves at \$1.85, and with sleeves at \$3.25. In all black, all white or black lined with purple.

Quilted robes in plain silk are \$10.75; plain satin, \$14.50 and \$16.50, and embroidered robes are \$16.50. These are in old rose, Copenhagen blue, dark blue, lined with red, and black lined with purple.

(Third Floor, Chestnut)

## New Serapi and Savalan Carpets to Keep Undimmed the Glory of the Oriental Rug Event

THE product of a wild mountain people, Serapi and Herez rugs naturally reflect the bold and primitive characteristics of their weavers.

This holds true, however, in respect to the designs rather than to the texture of Serapi rugs, which while sturdy, is by no means coarse, and the pile is not exceptionally long.

The typical Serapi design shows bold arabesque figures in ecru over a deep red ground, the color scheme being further diversified by dark blue, pink and other shades.

In Savalans the colors and patterns are less pronounced. Red is usually the prevailing shade, frequently a soft, dull red, with a plentiful amount of floral and figure patterns in ecru and other shades to set it off.

These new lots of Serapis and Mahals make a handsome addition to the largest and most beautiful sale and exhibition of Oriental rugs perhaps ever seen in this country, a sale in which there are thousands of the most desirable Eastern weaves—Persian, Caucasian and Chinese—in all sizes at considerable savings from their regular values at the present time.

(Seventh Floor, Central)

### New Serapi and Herez Carpets

12.1x8.3 ft., \$397 11.9x8.3 ft., \$396  
12.4x9.9 ft., \$483 12.8x8 ft., \$475  
12.3x10.2 ft., \$495 11.10x8.5 ft., \$389  
11.10x7.9 ft., \$291 12.7x9.4 ft., \$475  
11.1x8.7 ft., \$387 12.4x9.4 ft., \$375  
12.3x8.9 ft., \$377 11.9x8.9 ft., \$335  
16.8x11.6 ft., \$635.

### New Savalans and Araks

14.3x10 ft., \$325 11.9x8.8 ft., \$249  
12.8x10 ft., \$265 12.2x8.10 ft., \$275  
12.8x9 ft., \$269 12.11x9.7 ft., \$287  
12.8x11 ft., \$289 12.3x8.5 ft., \$279  
12.2x8.8 ft., \$277 12.4x9.9 ft., \$291  
11.7x9.1 ft., \$249 12.4x8.3 ft., \$247  
Mossis, \$35, \$45 and \$55.

## Fine Fitted Luggage for Women

Traveling and overnight bags and suit cases, all in high-grade leathers and equipped with celluloid toilet articles in white or tortoise shell finish. All beautifully silk lined, too.

You can get a folding overnight bag of shiny black auto leather, with white fittings, for \$26.50.

Or you can pay \$125 for a sumptuous black long grain leather suit case with white or shell finish fittings.

Many other pieces at prices between.

(Main Floor, Chestnut)

## New English Squares of Colorful Silks

have just reached the Handkerchief Store from the other side. They are in new and different colors and designs from those we have had, and men and women who like and use these rich, pretty things will enjoy seeing these.

There are bright colors as well as more subdued tones; there is a wide variety of designs, and the prices start at \$2.

(Main Floor, Central)

## A Score of Good Colors in Fine Velour Coatings

You may have these beautiful wool velours in practically any of the fashionable shades and will find them the best of their class.

A new shipment has just come in, but we are nearing the end of our contract for these goods and cannot tell how much longer we can sell them at the present price of \$5 a yard.

(First Floor, Chestnut)

## Patent Leather Slippers and White Spats

make a smart combination for women's afternoon wear.

The Little Boot Shop has some beautiful slippers, with long, narrow toes and 2-inch Louis heels, for \$11 a pair.

White box cloth spats, \$5 a pair. (First Floor, Market and Juniper)

## Women's Silk-Plated Stockings for 45c

These good stockings are in black, navy and dark brown. All first grade and to be counted on for service.

By special purchase we procured 3600 pairs to sell for 45c a pair. (West Aisle)

## Short White Petticoats for Women

Little short white skirts are needed to wear under silk skirts, and these are just the lengths and the styles that women want.

Made of firm cambric and muslin, the skirts are in attractive styles, some with narrow hemstitched and tucked flounces, others finished with lace or embroidery ruffles.

\$1.25 to \$2.25 each. (Third Floor, Central)



## The Call for Pianos Is a Significant Thing

Since the first of this year we have sold more pianos than we ever did in a similar period. Without any special effort.

This shows that the people of Philadelphia regard the piano as a necessity.

What with the constantly increasing cost of living, the necessity for Liberty Loan subscriptions and various other unusual expenses, the public can be depended upon to eliminate anything they consider luxury or extravagance.

So when people cast about for some things they could do without

## They Found They Could Not Do Without Music

Music means so much to so many of us that to be deprived of it would be a real hardship.

And at times of stress like these a piano is a friend in need. Or if you cannot play a piano by hand, then a player-piano or a reproducing piano.

In the Wanamaker Store, and in this Store only in Philadelphia, you may choose from the following famous makes:

**Chickering Schomacker Emerson Lindeman**

**Knabe Haines Bros. Marshall and Wendell J. C. Campbell**

There are over fifty styles of pianos, player-pianos and reproducing pianos at prices so widely divergent that you may be sure of finding an instrument at the price you wish to pay.

And if you like you may buy it on convenient terms for the same price as if you paid cash, excepting that you pay a banking interest of 6 per cent on your unpaid balance.

(Egyptian Hall, Second Floor)

## And Still the Pretty New Winter Blouses Come

For tomorrow it is a group of new crepe Georgette blouses.

One style at \$12.50 is of white or flesh-colored crepe, with the new square neck and trimming of hand embroidery, drawn work and a collar trimmed with real flet.

An exquisite crepe blouse at \$13.75 is of white or flesh-colored crepe with rows of hand-drawn work, real flet lace in the front and a row of dainty crochet buttons.

And in dark brown or navy blue is another crepe blouse, which is \$15, and has a lighter colored crepe vest, with heavy silk embroidery in effective design and crepe-covered buttons for finish.

(Third Floor, Central)

## Real Filet at Little Prices

Much of it is the embroidered filet, which is so beautiful and so rare. The widths are nearly all narrow, both edgings and insertions priced at 50c, 75c and \$1 a yard.

(West Aisle)

## New Interest for Book Lovers

"The German Secret Service in America," by John Price Jones and Paul Merrick Hollister, in an account of the enemy spy system in this country, vividly told and not overdrawn. \$2.

"There Was a King in Egypt," by Norma Lorimer, tells of an Englishman's search for a king's treasure and of the great love of a woman he found in the desert. \$1.50.

"The Man Who Knew," by Edgar Wallace, a breathless detective story unraveled in a surprising fashion. \$1.35.

"Six Red Months in Russia," by Louise Bryant, a woman who lived in Russia with the people and knew the leaders of the different parties. \$2.

"The Romance of Old Philadelphia," by John T. Faris, with interesting illustrations. This book will appeal not only to Philadelphians but to all Americans, as this city was for so long the center of Colonial life. \$1.50.

(Book Store, Main Floor, Thirteenth)

WHEN you start the home fires burning in furnace or range be sure all pipes and chimneys are clean. And as a matter of precaution all winter, better keep a fire extinguisher handy. Prices \$9.50 to \$18.50. (Fourth Floor, Central)

THEY are sawing wood in the suburbs to keep the fireplace stocked. A good buck saw is \$1.50 and a saw buck 75c. (Fourth Floor, Central)

STOVEPIPE ENAMEL is a good thing for refinishing all kinds of iron work and prevents rust. 25c and 35c a can. (Fourth Floor, Central)

EVERY ONE who means to help the Fuel Administration this winter should keep a thermometer in the house. An easy-reading type is 75c and \$1. (Fourth Floor, Central)

## Making Men's Fine Suits and Overcoats of the Best British Cloths

The London Shop has received an excellent and varied collection of high-grade British cloths to be made up to order into suits and overcoats, and at short notice.

The overcoating cloths include Montagnacs, Sedan and Denmark cloths in blues, blacks, brown, Oxford and Cambridge shades, heather, Scotch Shetlands, Irish fleeces, Carr-Meltons and ulsterings.

The finest tailoring to be had in the country. (London Shop, Galleries, Chestnut)

## Rabbit Season Opens November 1

The limit is ten bunnies in one day or sixty during the season, which lasts till December 15.

Shot guns, including Fox, Parker and Lefever guns, \$32.50 to \$110.

Shells, \$1 to \$1.25 a box. Hunting coats, \$3.50 to \$10; vests, \$2 and \$3; trousers, \$4 to \$6.

Special hunting shoes, \$12 and \$19. (The Galleries, Juniper)

## French Dinner Sets Just Opened to Sell at One-Third Below Regular Prices

These are the newest goods in the China Store and the most remarkable at their prices.

Based on the lowest prevailing retail prices today, every set in the lot should be marked one-third more—and a saving of one-third on fine goods such as these is something very unusual just now.

Six new patterns in French sets at \$60 a set. One new pattern in French sets at \$50 a set.

Two new patterns in French sets at \$85 a set. Plenty of sets to select from and all are sets of 107 pieces in border patterns, with gold edges and coin gold handles.

New also are a lot of English porcelain sets of 107 pieces in a choice of five rich, new border patterns, with gold edges and coin gold handles at \$57.50 a set. (Fourth Floor, Chestnut)

## "Watch for Cold Snap" Says the Newspaper Headline In Other Words, Have Plenty of Quilts and Blankets at Hand

For people who want quilts and blankets of the most reliable kinds at the lowest prices for which they can be sold, our bed clothing store is good and ready.

There is every advantage in choosing early and none in putting off. Down-filled quilts made in our own factory at \$10 to \$45. Lamb's wool quilts, \$10 to \$45.

Blankets, part wool and up to the finest all-wool, \$7 to \$45 a pair. (Sixth Floor, Central)

## Be Sure That Your Boy Has a Good, Warm Overcoat

We have made sure that we have a full choice of the best grade of boys' overcoats to show you.

They are made of good, warm woolsens, in brown, green and grayish mixtures, cut on the most correct lines and carefully tailored. In 11 to 18 year sizes at \$18 to \$35 and in 2 to 10 year sizes at \$13.50 to \$25. (Second Floor, Central)

## Famous Bergognan Tires Guaranteed for 5000 Miles

Bergognan tires, originally made in France, carried thousands of trucks from Bar-le-duc to Verdun, in which the French Army and French supplies saved Verdun.

These famous French tires are now made in this country, and we have an excellent assortment of them on sale at these prices—

Size	Plain	Non-Skid	Size	Plain	Non-Skid
30 x 3	\$17.29	\$19.00	33 x 4½	\$46.03	\$50.69
30 x 3½	21.90	24.90	34 x 4½	48.54	52.54
32 x 3½	25.37	27.89	35 x 4½	49.26	54.30
31 x 4	29.93	32.92	36 x 4½	49.84	54.77
32 x 4	31.78	34.96	37 x 4½	51.30	56.45
33 x 4	34.00	37.43	38 x 5	55.59	60.90
34 x 4	35.91	39.52	36 x 5	57.48	62.23
35 x 4	35.82	40.47	37 x 5	58.87	64.23
36 x 4	38.72	42.61	37 x 5½	77.67	85.43
32 x 4½	44.99	49.50	38 x 5½	80.42	88.43

(Automobile Accessories Shop, The Galleries, Juniper)